# MissionSite top unreached locations

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CONGREGATIONAL VI River Rouge Northview

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Sanford

Intercultural Institute

Robin Glen-Indiantown

for Contextual Ministry

altimore Saugatuck Westland Gibraltar Newayg CENSUS TRACT: 26163570400 Thom Multiply Shoreham Gladstone Wolverine **REGION: Region Five ASSOCIATION: Greater Detroit** COUNTY: Wayne Muir Mount Morris In partnership with the Middletown Forest Hills SITESCAPE: Cityscape Marc **DENSITY PATTERN: 13 Fowler** BAPTIST STATE

Trowbrid Centre South Monie

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©Copyright 2012 cintercultural institute for contextual Ministry e Three Oaks Laingsburg Alanson South Range Charlo

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#### Site Location Summary

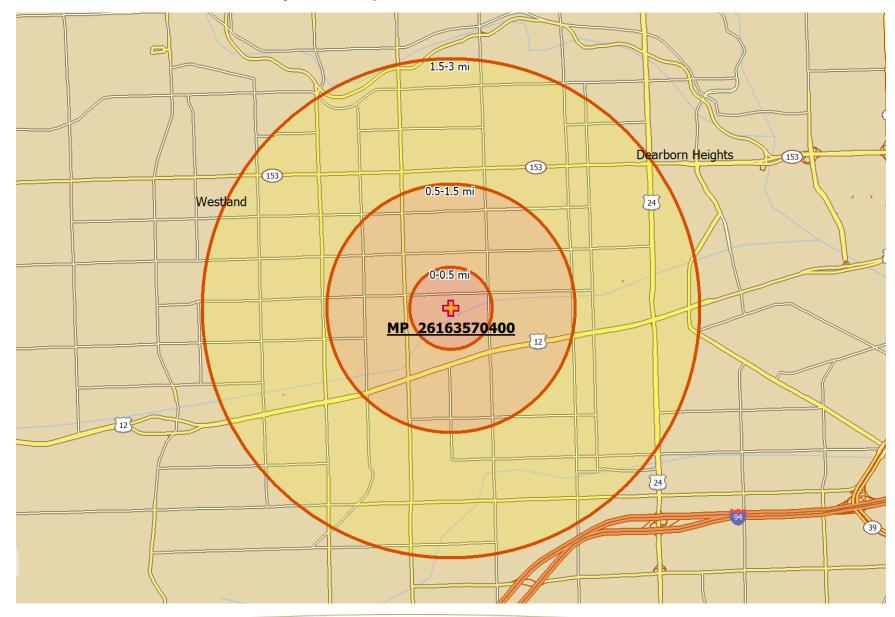
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-0.5 mile, 0.5-1.5 mile, and 1.5-3 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	26R05	Region Five
2	Association	26A05	Greater Detroit
3	County Location	26163	Wayne
4	Zipcode	48141	Wayne
5	Sitescape Category	4	Cityscape
6	Sitescape Group	4.1	Small Cities
7	Sitescape Subgroup	4.16	Small cities adjacent to a medium city in a metro area
8	Sitescape Density Pattern	13	250000-1000000-1000000



mstock Park Gobles Wyoming Hastings Gaylord Burlington West Branch Pearl Beach Tustin Lowell A War Grand Beach St. Charles Cassopolis Nashville Ellsworth Shelby Intercultural Institute osse Pointe Marshall Robin Glen-Indiantown Lake Orion Algonac Lawren Confertual Ministry Report Plain Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Map of the Site Location



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#### Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

Fur East Lansing Berrien Springs Springport Concord Sand Lake Camden Iron Mountain Britton St. Ign Paw Paw Stanton Allendale Lincoln Brownlee Park Marine City Ironwood Intercultural Institute Beechwood Center Line Baraga Mayville Ellsworth Chelsea Duran *Intercultural Institute* aw Allegan S Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
2010 Population	3,530	29,442	96,839
2010 Households	1,188	10,986	36,844
2010 Group Quarters Population	16	424	926

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	80	77	86
Language Diversity National Index	52	57	66
Foreign Born Diversity National Index	88	78	48
Ancestry Diversity National Index	79	90	41
Racial Diversity National Index	53	48	73

rd Lake Fenton Brocklyn Ahmeek Algonac Edwardsburg North Muskegon Argentine Riverview Barnes Honor Springport Hubbell Lawrence Harvey Kent City Cement City Intercultural Institute Village Galastic Ferrysburg Caro Colon Monroe Palmer Gaylord Cedar Springs Port for Contextual Ministry ights Skidway I ©Copyright 2012, Intercultural Institute for Contextual Ministry Okemos West Monroe Empire New Buffalo Ishpeming 6

#### Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Keego Harbor Lambertville Clare Barton Hills Rochester Hills Royal Oak Stephenson Otter Lake Plyme Lawrence Bloomfield Hills Trowbridge Park Marquette Goodrich Intercultural Institute Wakefield Croswell Capac Middleville Ahmeek Alpena Ypsilanti Sou for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-0.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-0.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	50	4.21%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	722	60.77%
Urban Communities	High Density, Inner-city Neighborhoods	416	35.02%

Sheridan Pigeon Hesperia Beecher Hillman Skidway Lake Shoreham Montrose Scottville Sandusky Burt Au Sable New Lothrop Eastlake Ossineke Westwood Tustin (or the State Ministry) Otisville Gra Copyright 2012, Intercultural Institute for Contextual Ministry yoo Maple Rapids Yale Bridgeport Ortonville Roch 8th

## Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

#### Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Trille Bloomfield Township Minden City Garden Linden Michiana Lincoln Park Ithaca Grayling Algonac Sandusky Frankenmuth Westphalia Forest Hills Hanover Saginaw Town Intercultural Institute St. Johns White Cloud Jackson Fair Plain Grand Haven Waldron Clive for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

#### Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Tas Bessemer Pellston Whitehall Quinnesec Gagetown Lake Isabella Benzonia Forest Hills Au Gres W Durand Boyne Falls Laingsburg Gladstone Gwinn Mesick Burlington Intercultural Institute well Fennville Grand Beach Walker Kalamazoo Lansing Hillman New Forest Ministry of Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Webbard Lake Byron Sylvan Lake Breedsville Vons Mancelona Sebewaing Clarksville Portland Waterville

## Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-0.5 mile band that are in each category. The index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-0.5 MILE BAND	% INDEX
Unreached Households	489,789	858	0.18%
Unreached %	70.04%	72.25%	103.16
Religious But NOT Evangelical HH	152,338	351	0.23%
Religious But NOT Evangelical %	21.78%	29.58%	135.79
Spiritual But NOT Relig or Evang HH	56,789	61	0.11%
Spiritual But NOT Relig or Evang %	8.12%	5.12%	63.09
Not Evangelical, Not Interested HH	286,981	450	0.16%
Not Evangelical, Not Interested %	41.04%	37.9%	92.36



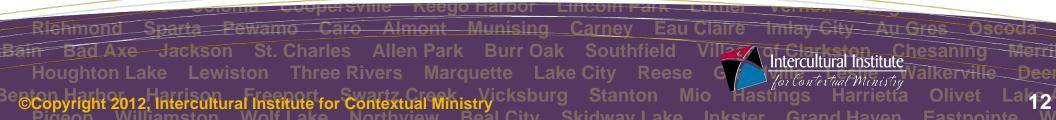


### **Spirituality Indicators - Churchscape**

IICM's Churchscape indicates the number of BSCM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of BSCM Churches	0	0	0%
Active BSCM Attenders	0	0	0%
Active Evangelical Households	78,825	5,713	7.25%
Active Evangelical Percent	11.27%	11.65%	103.4
Inactive Evangelical Households	130,709	9,473	7.25%
Inactive Evangelical Percent	18.69%	19.33%	103.4
# New Churches Needed	350	25	7.01%





## Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

#### Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

Grand Haven Lake Ann St. Charles Eau Claire Forestville Cass City Skidway Lake Canton White Pige date Eastlake Vanderbilt Unionville Britton Au Gres Kent City New Haver Fikton Custer Iron Mountai Redford Bear Lake Luna Pier Plymouth Zeeland Muskegon Charlott (or Contextual Ministry <sup>e</sup> Copyright 2012, Intercultural Institute for Contextual Ministry Baroda Vandalia Three Oaks Whittemore Palmer Garde

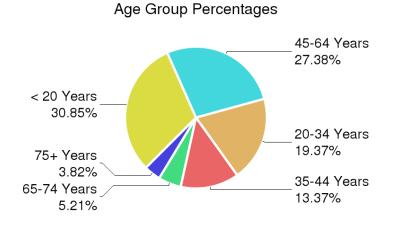
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-0.5 mile band. The percentage of the county population and number of households that appears in the 0-0.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF C
1990 Population	2,111,687	3,954	0.19%	1990 Households	780,532	1,279	0.16%
2000 Population	2,061,162	3,754	0.18%	2000 Households	768,440	1,277	0.17%
2010 Population	1,898,563	3,530	0.19%	2010 Households	699,322	1,188	0.17%
			n this Missi		Location Ty	pe	0-0.5mi Ban
🔲 0-0.5mi Bai	nd 📃 0.5-1	.5mi Band	🔲 1.5-3mi	and 📃 County	Residential		1,186
1,000,000					Residential A	Apt.	64
800,000					Residential N	Non-Apt.	1,122
600,000					Business		28
000,000					Seasonal		1
400,000					USPS Resid	ential	1,136
200,000 0 Residential	ential Apt. Residential No	n-Apt.	iness Seaso	SPS Residential USPS Business	USPS Busin	ess	33

Coruma Battle Creek Clifford Houghton Manitou Beach-Devils Lake Sebewaing Escanaba Sterling Bangor Pewamo Farwell Eastlake De Tour Village Greilickville Later Intercultural Institute Hillsdale Harbor Beach Montgomery Dearborn Michiana St. Louis Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.

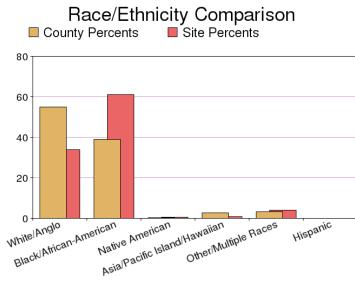


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.23%	5.72%	109.37
4-5 Years	2.67%	2.83%	105.99
6-8 Years	4.03%	4.42%	109.68
9-11 Years	4.1%	4.76%	116.1
12-13 Years	2.77%	3.43%	123.83
14-17 Years	5.75%	6.57%	114.26
18-19 Years	2.94%	3.12%	106.12
0-5 Years	7.9%	8.56%	108.35
6-12 Years	9.51%	10.88%	114.41
13-19 Years	10.08%	11.42%	113.29
< 20 Years	27.49%	30.86%	112.26
20-34 Years	19.18%	19.38%	101.04
35-44 Years	13.63%	13.37%	98.09
45-64 Years	26.8%	27.39%	102.2
65-74 Years	6.84%	5.21%	76.17
75+ Years	6.06%	3.82%	63.04
Median Age	37	35	93.92
Median Age (Male)	36	33	92.17
Median Age (Female)	39	37	95.38

Rescommon <u>Scottville Cutlerville Coloma Lake Odessa Waldron Perinton Stephenson Pellston Ga</u> Hadison Heights Freeland Iron River Vanderbilt Walkerville Pearl Beach <u>Intercultural Institute</u> Sturgis Hickar Menominee Clare North Adams Davison Eastpointe Manistee Crystal *Contextual Ministry* ©Copyright 2012, Intercultural Institute for Contextual Ministry Cheboygan Portage Lowell Saranac Benton Harbor 15

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	54.85%	33.74%	61.51
Black, African-American	38.87%	61.02%	156.98
Native American	0.36%	0.45%	126.23
Asian	2.54%	0.79%	31.22
Pacific Island, Hawaiian	0.06%	0%	0
Other/Multiple Races	3.32%	4.02%	121.28
Hispanic	0%	2.72%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,251,329	2,203	
Less than 9th Grade	5.03%	4.58%	109.69
No High School Diploma	11.11%	12.53%	88.64
High School Graduate	33.89%	39.63%	85.51
Some College, no degree	22.85%	24.33%	93.93

 No High School Diploma
 11.11%
 12.53%
 88.64

 High School Graduate
 33.89%
 39.63%
 85.51

 Some College, no degree
 22.85%
 24.33%
 93.93

 Associate Degree
 7.13%
 8.99%
 79.3

 College Degree
 12.48%
 7.08%
 176.2

 Graduate/Prof. degree
 7.52%
 2.86%
 262.95

Kaleva Mio Temperance Ann Arbor Farwell Cass City Hersey Grand Haven Iron Mountain Powers Par Ontonagon Lawrence Lewiston Estral Beach Standish Elk Rapids Confermation Confermation Kingsley pemish Ionia Howard City Cheboygan Norway Wakefield Norton Shores (Soutestual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	10.32%	10.77%	101.84
\$10,000 to \$19,999	12.2%	10.02%	82.12
\$20,000 to \$29,999	11.7%	12.12%	103.58
\$30,000 to \$49,999	20.5%	24.66%	120.3
\$50,000 to \$59,999	7.76%	8%	103.07
\$60,000 to \$69,999	7.09%	7.58%	106.8
\$70,000 to \$79,999	5.95%	5.72%	96.24
\$80,000 to \$89,999	4.75%	4.38%	92.22
\$90,000 to \$99,999	3.32%	3.11%	93.86
\$100,000 to \$124,999	7.39%	8.84%	119.53
\$125,000 to \$149,999	3.92%	3.2%	81.61
\$150,000 to \$199,999	3.28%	1.43%	43.68
\$200,000 to \$249,999	0.72%	0%	0
\$250,000 or more	1.11%	0.08%	7.6
Median Household	44,630	43,756	98.04
Average Household	58,937	51,891	88.04
Per Capita Household	22,198	17,551	79.07
Family/Non-Family Household			
Income			
Median Family Income	56,307	50,399	89.51
Average Family Income	70,459	59,475	84.41
Median Non-Family Income	30,033	26,673	88.81
Average Non-Family Income	38,816	34,569	89.06

Wayland Marcellus Chesaning Applegate Eastlake Standish Bancroft Bellevue Temperance Waterford Fairgrove Frankenmuth Saline Greater Galesburg Carleton Intercultural Institute Palmer Big Rapids Village of Clarkston Caledonia Ossineke Addison (Soutertual Ministry) Copyright 2012, Intercultural Institute for Contextual Ministry

A current year demographic summary of household types, houseing units and households by size and count by person for the site location appears at right.

For each category both county and 0-0.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-0.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-0.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	63.59%	68.18%	107.23
Families with Children	33.72%	40.74%	120.83
Families without Children	29.87%	27.44%	91.87
Non-Family Households			
% Non-Family Households	36.41%	31.82%	87.38
Non-Families with Children	0.28	0.25	90.75
Non-Families without Children	36.13	31.57	87.35
Housing Units			Index
Total Housing Units	835,198	1,398	
Vacant percent	16.27%	14.95%	91.89
Owned percent	57.05%	63.3%	110.96%
Rented Percent	26.68%	21.75%	81.51
Households by Size			Index
Avg household size	2.67	2.96	110.86
Avg family hh size	3.55	3.76	105.92
Avg non-family hh size	1.13	1.23	108.85
Households By Count of Persons			Percent
One	228,033	330	0.14%
Two	165,215	246	0.15%
Three or Four	207,119	384	0.19%
Five+	98,955	229	0.23%

Atlanta Fountain Kingsford Sylvan Lake Gladstone Oscoda Iron Mountain Burr Oak Charlevoix Buena Y Wan Chatham Allendale Daggett Leslie Gagetown Eastwood Lennon Miter New Haven Milan Elst ssemer Fair Plain Eaton Rapids Mount Clemens Beal City St. Charles Confectual Ministry Utica Colema Elle Copyright 2012, Intercultural Institute for Contextual Ministry Sweles Park Clayton File Lake Hazel Park Edmore Clare Fowlerville Ovid Sherwood Michigamme Port

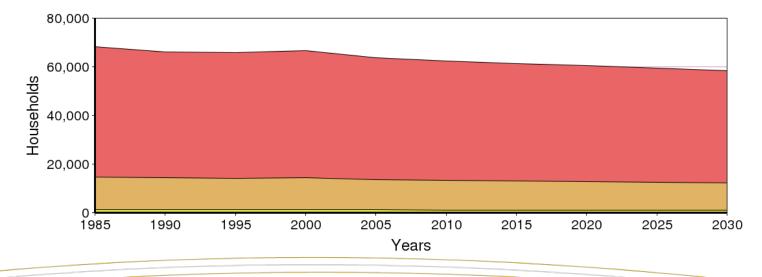
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-0.5 mile ring. The percentage of the county population and number of households that appears in the 0-0.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	2,111,687	3,954	0.19%
2000 Population	2,061,162	3,754	0.18%
2010 Population	1,898,563	3,530	0.19%
2015 Population	1,766,345	3,241	0.18%
•		,	

Household Change from 1985 to 2030

🔲 0-0.5mi Ring 👘 🔲 0-1.5mi Ring

📕 0-3mi Ring

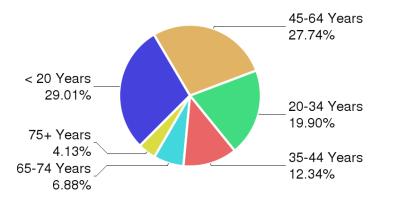


Lake Linden Port Huron Beaverton Daggett Big Bay Novi Inkster Sheridan Eastpointe Whitmore Lake Fewood-Tower Hills-Harbert Charlotte Barryton Brighton Boyne Falls Rose Intercultural Institute Kingston Dowagiac Baldwin Kalamazoo Stephenson Lake Michigar Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry C

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

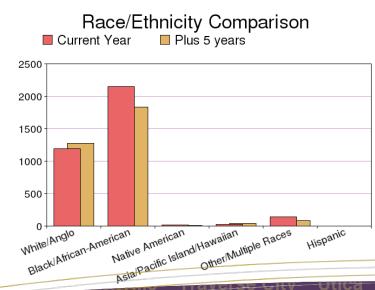


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.72%	5.95%	104.02
4-5 Years	2.83%	2.65%	93.64
6-8 Years	4.42%	4.13%	93.44
9-11 Years	4.76%	4.35%	91.39
12-13 Years	3.43%	3.09%	90.09
14-17 Years	6.57%	5.86%	89.19
18-19 Years	3.12%	2.96%	94.87
0-5 Years	8.56%	8.61%	100.58
6-12 Years	10.88%	10.03%	92.19
13-19 Years	11.42%	10.37%	90.81
< 20 Years	30.86%	29.01%	94.01
20-34 Years	19.38%	19.9%	102.68
35-44 Years	13.37%	12.34%	92.3
45-64 Years	27.39%	27.74%	101.28
65-74 Years	5.21%	6.88%	132.05
75+ Years	3.82%	4.13%	108.12
Median Age	37	36	97.31
Median Age (Male)	36	34	96.07
Median Age (Female)	39	39	99.18

Thompsonville De Tour Village Wayland Perry Unionville Beal City Middletown Bellevue Lake City K.T. Sawyer AFB Breedsville Camden Southgate Riverview Grand Brown Intercultural Institute for Confectual Ministry Confectual Ministry Confectual Ministry Confectual Contextual Ministry

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	33.74%	39.25%	116.32
Black, African-American	61.02%	56.46%	92.53
Native American	0.45%	0.37%	81.69
Asian	0.79%	1.3%	163.38
Pacific Island, Hawaiian	0%	0.03%	0
Other/Multiple Races	4.02%	2.62%	65.2
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,203	2,061	
Less than 9th Grade	4.58%	4.17%	91.02
No High School Diploma	12.53%	10.09%	80.55
High School Graduate	39.63%	41%	103.46
Some College, no degree	24.33%	23.92%	98.31
Associate Degree	8.99%	9.66%	107.43
College Degree	7.08%	7.76%	109.63
Graduate/Prof. degree	2.86%	3.4%	118.77

Grand Ledge Honor Carsonville Applegate New Baltimore South Haven South Monroe Barnes Lake-Wayne Addison Hillsdale Ossineke Mulliken Wayland Canadian Lake Source AFB Stockeridg Burr Oak Pinckney Woodland Lake Orion Metamora Baraga Cooper (or Contextual Ministry Colored Ledge Honor AFB Stockeridg (or Contextual Ministry Coleman Petoskey Coldwater Grayling Sault Ste. 121

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	10.77%	10.51%	97.53
\$10,000 to \$19,999	10.02%	10.08%	100.61
\$20,000 to \$29,999	12.12%	11.71%	96.64
\$30,000 to \$49,999	24.66%	24.12%	97.79
\$50,000 to \$59,999	8%	7.92%	99.09
\$60,000 to \$69,999	7.58%	7.58%	100.05
\$70,000 to \$79,999	5.72%	5.94%	103.83
\$80,000 to \$89,999	4.38%	4.65%	100.36
\$90,000 to \$99,999	3.11%	3.19%	102.33
\$100,000 to \$249,999	8.84%	9.3%	105.25
\$125,000 to \$149,999	3.2%	3.7%	115.79
\$150,000 to \$199,999	1.43%	1.46%	102.33
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.08%	0.17%	204.65
Median Household	43,756	44,369	101.4
Average Household	51,891	53,445	102.99
Per Capita Household	17,551	19,249	109.67
Family/Non-Family Household			
Income			
Median Family Income	50,399	53,077	105.31
Average Family Income	59,475	61,391	103.22
Median Non-Family Income	26,673	30,544	114.51
Average Non-Family Income	34,569	36,538	105.7

Is Vicksburg Metamora Shorewood-Tower Hills-Harbert Plainwell Forest Hills Northville Sherwood Tawa Carson City Capac Munising Romeo Manistique Reese Chelsea West Intercultural Institute Oxford Applegate Jonesville Lake Angelus Marine City Marysville Ess for Contextual Ministry Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Metamore Britton Mecosta 22

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-0.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-0.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-0.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.18%	66.67%	97.78
Families with Children	40.74	38.42	94.29
Families without Children	27.44	24.98	91.03
Non-Family Households			
% Non-Family Households	31.82%	33.33%	104.76
Non-Families with Children	0.25	0.17	104.76
Non-Families without	31.57	33.16	105.05
Children			
Housing Units			
Total Housing Units	1,398	1,365	97.64%
Vacant percent	14.95%	14.95%	99.97
Owned percent	63.3%	63.08%	99.64
Rented Percent	21.75%	21.98%	101.07
Households by Size			
Avg household size	2.96	2.78	93.92%
Avg family hh size	3.76	3.61	96.01%
Avg non-family hh size	1.23	1.12	91.06%
Households By Count of			
Persons			
One	330	345	104.55%
Тwo	246	274	111.38%
Three or Four	384	363	94.53%
Five+	229	180	78.6%

Highland Park Romulus Charlevoix Hudsonville Spring Lake Tawas City Dundee Fruitport L'Anse trich Carson City Copemish Bay City Birmingham Climax Brooklyn For hur Yosilanti Carleton Al yons Lawrence Indian River Wyandotte White Cloud Kentwood Allegar di Copyright 2012, Intercultural Institute for Contextual Ministry Device Berrien Springs Contextual Ministry

## **Ethnographic Summary**

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-0.5	0.5-1.5	1.5-3	BOR	N IN:	N IN: 0-0.5	N IN: 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	159	1,571	6,826	Eastern Afric	а	a 0	a 0 29
Northern Europe	0	86	358	Middle Africa		0	0 0
Western Europe	4	59	365	Northern Africa		0	0 16
Southern Europe	0	118	632	Southern Africa		0	0 0
Eastern Europe	0	152	1,201	Western Africa		8	8 25
Other Europe	0	0	0	Other Africa		0	0 2
Eastern Asia	20	109	332	Oceania		0	0 3
So. Central Asia	22	321	1,201	Caribbean	1	6	6 40
SE Asia	0	81	383	Central Amer.	68	8	8 102
Western Asia	0	248	1,009	South America	0		14
Other Asia	0	5	53	North America	2	21	161
				Born at sea	0		0

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## Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	SPOKEN AT HOME	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
English only	3,276	22,627	89,881	Other Indo-Euro	0	104	388
Spanish	208	423	1,727	Asian/PI languages	0	0	0
Other Indo-Euro	78	806	5,030	Chinese	40	125	226
language				Japanese	0	14	74
French (incl. Patois,	12	25	325	Korean	0	6	56
Cajun)				Mon-Khmer,	0	0	22
French Creole	0	11	0	Cambodian			
Italian	7	62	748	Miao, Hmong	0	0	105
Portuguese	0	7	45	Thai	0	0	5
German	22	77	550	Laotian	0	12	0
Yiddish	0	0	0	Vietnamese	0	6	56
Other West Germanic	0	8	42	Other Asian	0	137	289
A Scandinavian	0	0	27	Tagalog	0	63	125
Language				Other Pacific Is	0	0	19
Greek	0	43	132	Other languages	0	481	2,245
Russian	0	1	46	Navajo	0	0	0
Polish	3	174	1,039	Other Native N.	0	6	17
Serbo-Croatian	0	0	227	American			
Other Slavic Language	0	51	514	Hungarian	0	20	83
Armenian	0	0	49	Arabic	0	398	2,052
Persian	0	1	16	Hebrew	0	0	5
Gujarathi	14	46	35	African languages	0	35	42
Hindi	0	26	239	Other unspecified	0	22	46
Urdu	14	19	222				

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## Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-0.5	0.5-1.5	1.5-3	ANCESTRY
	MILES	MILES	MILES	
Reporting ancestry	2,808	22,538	88,796	Irish
Arab	4	574	2,522	Italian
Armenian	4	22	286	Lithuanian
Austrian	0	20	135	Norwegian
British	5	40	252	Polish
Canadian	21	79	423	Portuguese
Croatian	0	42	149	Romanian
Czech	0	24	219	Russian
Czechoslovak	10	65	159	Scandinavian
Danish	0	26	140	Scotch-Irish
Dutch	18	127	757	Scottish
English	56	973	5,513	Slovak
European	3	72	343	Subsaharan Afric
Finnish	12	243	804	
French (not	21	540	2,836	Swedish
Basque)				Swiss
French Canadian	22	289	1,644	Ukrainian
German	168	2,178	12,663	US/American
Greek	5	162	517	Welsh
Hungarian	11	214	1,233	West Indian
Iranian	0	4	9	Yugoslavian
				Other

ANCESTRY	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Irish	128	1,320	8,610
Italian	33	840	5,644
Lithuanian	0	15	366
Norwegian	3	83	417
Polish	128	1,848	11,820
Portuguese	0	5	39
Romanian	3	119	331
Russian	4	129	454
Scandinavian	0	18	46
Scotch-Irish	11	308	1,266
Scottish	29	379	1,926
Slovak	5	39	302
Subsaharan African	48	172	299
Swedish	4	130	452
Swiss	0	6	103
Ukrainian	4	66	652
US/American	140	1,006	4,949
Welsh	3	83	259
West Indian	14	39	37
Yugoslavian	0	19	269
Other	1,891	10,221	19,953

THINEW GROSSE POINTE FARMS DE LOUR VINAGE GALETON

Carson City East Lordan Codar Springs Morenci Three Rivers Escanaba Dearborn Rockwood Walkery and Rockford Swartz Creek Flat Rock Mount Pleasant Benzonia Douglas South Lyon Capac Kinde Corunna Manton Hubbard Lake (or Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

#### Issues for Your Consideration

- 1. The Demoscape information on page 19 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 15 and 20 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 16 & 21 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



## Using the Demographic Indicators

#### Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 17 & 22 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 18 & 23. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 24, 25 & 26 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Ce Clio Pincoming Watervliet Forest Hills Sheridan New Era Manistee Wixom Newaygo Zeeland Hi Horway Hemlock Zilwaukee Wayland Fairgrove Morenci Martin Allen Intercultural Institute Detroit Beach Port Sanilac Allegan Bellevue Escanaba Twin Lake Mayvi ForConfectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,188	100%	859	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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itmore Lake Onsted New Baltimore Eastlake Vanderbilt Mancelona Chesaning Melvindale Big Bay Gage to seph Harrisville Ludington East Grand Rapids Negaunee Ellsworth Intercultural Institute Norton Shores Scottville Au Sable Indian River Fair Plain Reading Tay for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Co

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,188	100%	859	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	50	4.21%	34	3.96%
Steadfast Conservative	50	4.21%	34	3.96%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Benzonia Gladstone Owendale Allendale Manchester Sterling Heights Pierson Reese Stanwood Emme Harlotte Perry Byron Paw Paw L'Anse Novi Inkster DeWitt Blissfield Intercultural Institute Lake Michigan Beach Jenison Elkton Newberry Climax Harrison Ma Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,188	100%	859	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	722	60.77%	535	62.28%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	722	60.77%	535	62.28%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

The Westphalia Big Bay Highland Park Hazel Park Baroda Marine City Buckley Parma Stony Point Mis Heights Franklin Ortonville Beaverton Armada Algonac Copper City Intercultural Institute Byron Dryden South Lyon Lincoln Nashville Shelby Trowbridge Park Intercultural Institute Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-0.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-0.5 HH & Percent		Unreached HH & Percent	
Total	1,188	100%	859	100%
STRUGGLING SOCIETIES	76	6.4%	52	6.05%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	76	6.4%	52	6.05%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	340	28.62%	238	27.71%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	340	28.62%	238	27.71%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Tawas City Howard City Rochester Hudson Three Rivers Rose City Haslett West Bloomfield Township Hen Berrien Springs Reed City Beecher Ithaca Dexter Garden Apple Intercultural Institute Intercultural Institute For Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## Identifying Focus Groups in this Location

Within the 0-0.5 mile, 0.5-1.5 mile and 1.5-3 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

- 1. Review the current demographic summary on pages 14-18 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 19-23. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 24-26. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 30-33. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

rly Sylvan Lake Twining Owendale Bloomfield Hills Riverview Grosse Pointe Park Wakefield Dearborn He alia Kingston Kinde Lawrence Forest Hills Hazel Park Harvey Kentwood Intercultural Institute rles Big Rapids Roosevelt Park Brooklyn Melvindale Tustin Jackson (or Confectual Ministry) Confectual Ministry Park Brooklyn Melvindale Park Lake Ann Plymouth Northville Bancroft Col 34 Congright 2012, Intercultural Institute for Contextual Ministry

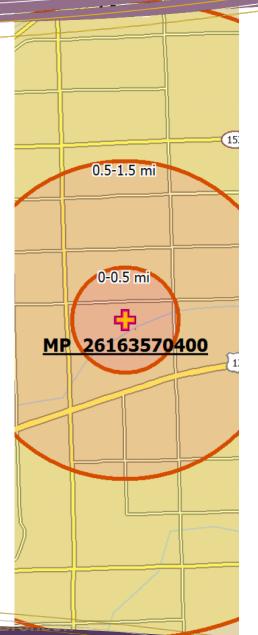
#### **Potential Cultural Bridges**

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Corunna Gagetown Shelby Whitehall Hancock Barton Hills Middletown Elkton Plymouth Township Lit Lewiston Atlanta Lawton North Branch Pearl Beach Leslie Albion Intercultural Institute ron New Baltimore Emmett Northview Boyne Falls Cassopolis Burton for Contextual Ministry Contextual Ministry River Ro35 Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

RIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
PC-HH Own	66%	73%	76%
Use Comp. for Internet/E-mail	43%	54%	59%
Internet Use: E-Mail	36%	44%	47%
Use Comp. for Comp. Games	30%	36%	40%
Use Comp. for Education	26%	30%	32%
Use Comp. for Word	25%	32%	37%
Processing			
HH Owns DVD Player	24%	27%	28%
Use Comp. for Shopping	22%	30%	34%
Use Comp. for Digital Camera	20%	27%	31%
Photo Editing			
Use Comp. for Banking	19%	27%	30%



Graphics/Presentation

**Online Games** 

Internet Use: Play/ Download

9%

9%

9%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Listening To Music	67%	68%	67%
Reading Books	51%	52%	53%
Dining Out (Not Fast Food)	46%	52%	56%
Card Games	38%	39%	41%
Cooking for Fun	35%	35%	35%
Board Games	27%	30%	32%
Go To A Beach/Lake	26%	32%	35%
Gardening	23%	30%	34%
Visit Museum	17%	19%	19%
Going To	16%	19%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	34%	38%	41%
Dentist	24%	26%	28%
Hypertension/High Blood	23%	21%	20%
Pressure			
Backache	23%	22%	22%
Eye Dr.	21%	21%	21%
High Cholesterol	19%	18%	18%
None Of These	17%	20%	20%
Acid Reflux Disease	16%	15%	14%
(GERD)			
Any Arthritis	16%	15%	16%

Milan Durand Comstock Park Almont Columbiaville Stephenson Rose City Oakley Newberry Lake stored Burlington De Tour Village Midland Stevensville Harrisville May <u>Intercultural Institute</u> Harbor Beach Capac Harper Woods Alanson Grand Rapids Howell Show for Contextual Ministry © Copyright 2012, Intercultural Institute for Contextual Ministry Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Concert	25.64%	26.87%	27.68%
Live Theater	19.64%	19.37%	19.7%
Live Theater Most Often	15.53%	15.37%	16.06%
Rock/Pop Concerts Most	14.12%	15.14%	15.59%
Often			
Dance Performance	10.71%	9.83%	9.13%
Comedy Club	10.28%	9.87%	9.45%
Movies: Comedy	39.26%	40.56%	39.35%
Movies: Action/Adventure	36.85%	38.46%	37.82%
Movies: Drama	23.07%	22.07%	20.33%

BRIDGES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Movies: Fam.	22.09%	20.8%	19.78%
Movies: Romantic	21.31%	20.36%	19.7%
Comedy			
Movies: Mystery	17.08%	17.58%	16.67%
NFL Football Reg.	4.73%	5.5%	6.03%
Season			
College Football Reg.	4.53%	4.85%	5.34%
Season			
MLB Baseball Reg.	4.1%	6.41%	7.18%
Season			
College Basketball Reg.	3.52%	3.58%	3.62%
Season			
NBA Basketball Reg.	3.03%	3.14%	3.05%
Season			
NFL Football	1.84%	1.52%	1.46%
Post-Season			

Canadian Lakes Jenison Grosse IIe Michigan Center Roseville Standish Gibraltar Novi Cement City M Leon Houghton Lake Au Gres Wayne Clinton Benzonia Ferndale Brown Intercultural Institute Ferrysburg Kinde Corunna Gwinn Gaylord Linden Parchment Reading For Confectual Ministry of Southfield Huropyright 2012, Intercultural Institute for Contextual Ministry Houghton Forse Negaunee Ortonville Clayton Wolverine

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BR	IDGES	IDGES 0-0.5	IDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.74%	39.2%	40.31%	Volleyball		8.72%	8.72% 9.11%
Swimming	23.04%	28.47%	32.32%	Softball		8.45%	8.45% 8.17%
Bowling	22.41%	21.15%	21.83%	Mountain/Road		8.21%	8.21% 10.77%
Basketball	19.71%	16.05%	14.44%	Biking			
Jogging/Running	17.47%	16.04%	15.15%	Soccer		7.8%	7.8% 7.24%
Billiards/Pool	15.73%	17.86%	18.86%	Tennis		7.02%	7.02% 7.01%
Football	14.39%	10.98%	9.66%	Roller Skating		6.83%	6.83% 6.05%
Freshwater Fishing	13.72%	15.3%	16.97%	Saltwater Fishing	6	6.53%	6.69%
Weight Training	13.3%	14.55%	15.49%	Yoga	6.	5%	5% 7.01%
Aerobics	13.01%	10.83%	10.12%	Target Shooting	5.58	3%	3% 7.69%
Baseball	12.78%	11.44%	11.11%	Camping Trips	5.559	%	% 11.89%
Using Cardio	10.55%	12.6%	13.75%	Backpacking/Hiking	5.51%	, D	8.36%
Machine				Racquetball	5.31%	5	4.4%
Stationary Cycling	10.31%	11.27%	12.05%	Ice Skating	5.22%	ó	6 5.14%
Golf	9.3%	10.93%	12.87%	Hunting	4.79%	, D	7.22%

tolly Spring Arbor Millington Barnes Lake-Millers Lake Rochester Hills Hazer Park Battle Creek Taylor B Crystal Falls Belding Romeo Rosebush Freeport Canada Creek Ranch Intercultural Institute East Lansing Traverse City Marion Ossineke Eaton Rapids East Grave Advisor Beal City Frankfort Nort 39 Copyright 2012, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-0.5	0.5-1.5	1.5-3	BRIDGES	BRIDGES 0-0.5	BRIDGES 0-0.5 0.5-1.5
	MILES	MILES	MILES		MILES	MILES MILES
Hockey	4.48%	3.99%	3.94%	Water Skiing	Water Skiing 3.24%	Water Skiing 3.24% 3.72%
Power Boating	4.17%	6.07%	7.74%	Snowboarding	Snowboarding 2.98%	Snowboarding 2.98% 3.16%
Motorcycling	4.01%	5.29%	6.04%	Martial Arts	Martial Arts 2.93%	Martial Arts 2.93% 3.13%
Canoeing/Kayaking	3.88%	5.69%	7.07%	Snowmobiling	Snowmobiling 2.9%	Snowmobiling 2.9% 3.37%
Horseback Riding	3.88%	4.85%	5.36%	Archery	Archery 2.65%	Archery 2.65% 3.74%
Skateboarding	3.87%	3.3%	3.09%	Rock Climbing	Rock Climbing 2.6%	Rock Climbing 2.6% 3.18%
Fly Fishing	3.83%	3.85%	4.39%	Sailing	Sailing 2.53%	Sailing 2.53% 2.57%
Jet Skiing	3.55%	3.97%	4.31%	Rowing	Rowing 2.43%	Rowing 2.43% 2.48%
Downhill & X-Country	3.53%	4.25%	4.73%	Surfing &	Surfing & 2.26%	Surfing & 2.26% 2.42%
Skiing				Windsurfing	Windsurfing	Windsurfing
Snorkeling	3.32%	4.06%	4.4%	Auto Racing	Auto Racing 2.01%	Auto Racing 2.01% 2.62%

Alkaska Norton Shores Armada Harrietta Edwardsburg Middletown Intercultural Institute Melvindale Grant L'Anse Colon Port Hope Maybee St. Johns North Gorfertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

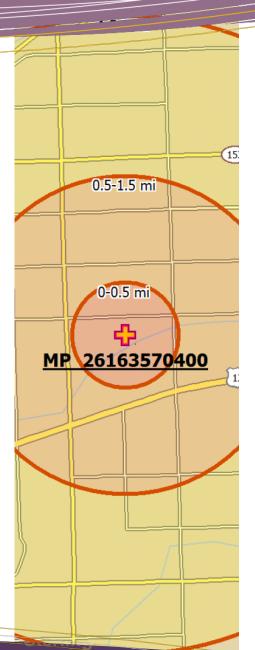
#### **BIBLICAL BARRIERS**

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Paw Paw Lake Barnes Lake Millers Lake Breedsville Mayville Port Sanilac Pinconning Decatur Marshall Hestland Ossineke Fair Plain Brighton Grass Lake Dearborn Heights Intercultural Institute Blissfield Rose City Quinnesec Eagle Luna Pier Galesburg Gwinn Robert Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

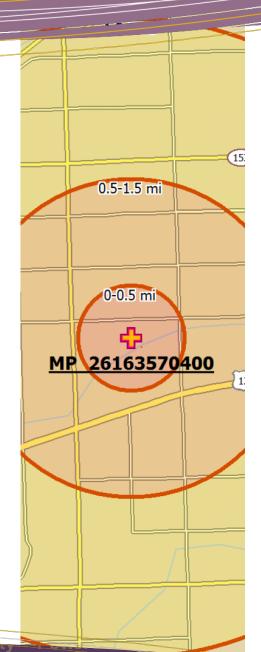
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### **Unreached People Group**

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Ad Caspian Gresse lle Algonac Hillman Utica Freeland Lakewood Club Carsonville Huntington Woods Auburn Hills Beaverton Goodrich Mackinaw City Berrien Springs Custon Intercultural Institute Fowlerville Birmingham Turner Charlotte Gwinn Wakefield Gibral Vol Contextual Ministry of Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES	BARRIERS	0-0.5 MILES	0.5-1.5 MILES	1.5-3 MILES
Important Continue Learning New Things	54%	51%	49%	Marijuana Should Be Legalized	21%	20%	20%
Like Control Over People And Resources	42%	37%	34%	Like to Stand Out In A Crowd Friends More Important Than	21% 20%	21% 24%	21% 26%
Speak My Mind Even If It Upsets People	40%	38%	36%	My Fam. Like To Pursue	18%	19%	19%
Find It Difficult To Say No To My Kids	37%	37%	37%	Challenge/Novelty/Change Only Work Current Job for The	18%	15%	14%
Woman's Place Is In The Home	35%	34%	34%	Money We Should Strive for Equality	18%	16%	14%
Too Much Sponsorship In Arts/Sports	31%	27%	24%	for All Rarely Sit Down to a Meal	15%	16%	17%
Don't Judge People/Way They Live Life	31%	29%	28%	Together At Home Happy With My Standard Of	13%	13%	13%
Like To Do Unconventional	29%	28%	29%	Living On Whole People Get What	11%	11%	11%
Prefer To Have Few Possessions As Possible	29%	33%	35%	They Deserve Indulge My Kids With The	11%	10%	10%
Money Is Best Measure Of Success	26%	25%	26%	Little Extras I Am A Perfectionist	11%	9%	7%
I Am A Workaholic If Won Lottery Would Never Work Again	26% 25%	21% 26%	17% 27%	Very Happy With My Life As It Is	10%	8%	7%

ther Fruitport recumse

St Grand Rapids Harbor Springs Plymouth Douglas Skidway Lake Whitmore Lake Beech ood Casnovia Joseph Escanaba Powers Lakewood Club Okemos Rochester Shelling Intercultural Institute Eastlake Williamston Mio Kingston St. Clair Chesaning Laingsbur for Contextual Ministry for Contextual Ministry Lake Ludington Constantine Hastings Hemlock Fai43

#### **Potential Cultural Themes**

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Ster Sterling Twining Quinnesec New Haven Sault Ste. Marie Berkley Casnovia Turner Highland Park Au Gres Caspian Oak Park Farmington Hills Wayne Canada Creek Raw <u>Intercultural Institute</u> Marenci Mackina Mendon Grand Blanc Corunna Sanford Shelby Mattawan Elkton Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

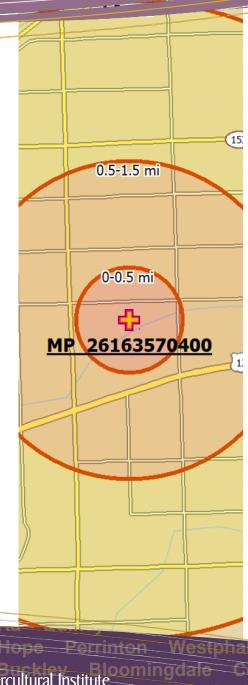
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-0.5	0.5-1.5	1.5-3	THEMES	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	21%	18%	17%
Important To Respect Customs And Beliefs	57%	59%	60%	Like To Just Enjoy Life Worried About Pollution Caused	19% 18%	22% 19%	23% 18%
Prefer Work Part Of Team Than Alone	42%	37%	34%	By Cars Real Men Don't Cry	18%	16%	15%
Like To Understand About Nature	38%	38%	37%	Try Not To Worry About The Future	18%	16%	15%
Important To Juggle Various Tasks	37%	34%	31%	Is An Important Part Of Who I Am	14%	16%	16%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Spending Time With My Fam.	13%	13%	13%
Good At Fixing Things Have Keen Sense Of	32% 29%	30% 28%	28% 28%	Children Should Be Allowed To Express Themselves	9%	8%	7%
Adventure				Feel Very Alone In The World	7%	6%	6%
Prefer To Have Few Possessions As Possible	29%	33%	35%	Like Spending Most Time With Fam.	7%	6%	6%
Provide My Kids With The Little Extras	25%	18%	13%	Would Like To Set Up Own Business	5%	4%	4%
People Have To Take Me As They Find Me	23%	23%	22%	Decor Particular Interest To Me	3%	4%	4%
Consider Myself Interested In The Arts	21%	21%	20%				

Coldwater Lost-Lake Woods Manton Morley Lake Orion Central Lake Harrison Union City Middleville Fort Sanilac Ferndale Shoreham Leslie Fennville Rothbury Manitou Intercultural Institute Rosebush Edgemont Park Hubbard Lake Lake Odessa Bear Lake Monto for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Cames Petersburg Evel Park Oak Park Reese Millersburg Middleville Port Hope Perrinten Westphan ender De Tour Village Beulah South Gull Lake Birch Run Dearborn Hunder Intercultural Institute nkster Tustin Huntington Woods Roosevelt Park Barton Hills Prudenville for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry ©Copyright 2012, Intercultural Institute for Contextual Ministry Lake Michigan Beach Olivet Houghton Milan Muir

## **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

1.5-3

MILES 8.65% 20.71% 14.65% 12.81% 12% 13.8%

11.93%
 6.31%
 18.09%
 12.82%
 11.34%
 10.44%

PLACE	0-0.5	0.5-1.5	1.5-3	PLACE	0-0.5	<b>0.5-1</b>
	MILES	MILES	MILES		MILES	MILE
Fast Food/Drive-In	85.1%	85.39%	85.61%	Popeyes	19.01%	12.83
Restaurant-Visit Any				Olive Garden	18.7%	19.82
Fam. Restaurants/Steak	76.83%	79.26%	81.61%	Domino's Pizza	18.07%	15.87
Houses-Visit Any				Chick-Fil-A	17.75%	14.4%
McDonald's	54.25%	55.57%	56.28%	Golden Corral	17.21%	14.01
Burger King	39.36%	39.38%	39.52%	<b>IHOP</b> (International House	16.95%	14.93
Kentucky Fried Chicken	37.29%	32.23%	29.64%	Of Pancakes)		
(KFC)				TGI Friday's	15.27%	13.16
Wendy's	33.41%	31.11%	30.91%	Church's Fried Chicken	14.37%	9.4%
Subway	28.95%	29.45%	30.27%	Dairy Queen	14.35%	16.69
Applebee's	25.64%	27.96%	29.69%	Sonic	13.4%	12.92
Pizza Hut	25.19%	23.61%	22.65%	Dunkin' Donuts	13.29%	11.58
Taco Bell	23.86%	27.56%	29.6%	Ruby Tuesday	13.01%	11.21
Arby's	20.2%	21.92%	23%			
Red Lobster	20.16%	18.38%	17.6%			

ort Eagle Port-Sanilae Quinnesec Elberta Augusta Litchfield Detroit Beach Gibraltar Douglas Allen Cock Lake Norway North Branch Stephenson Pinckney Wixom Manchese Intercultural Institute Lost Lake Woods Mount Pleasant Barton Hills Sterling Heights South for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Se Pointe Farms Pleasant Ridge Saranac Lake Orion Newberry Walker Dryden Akron Coleman Port San Applegate Norton Shores Shepherd Niles Napoleon Gagetown Pentward Intercultural Institute Freeland Coldwater Pontiac Orchard Lake Village Negaunee Saline Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Voted in fed/state/local election	44.28%	46.76%	49.09%
Recycled products	24.8%	31.28%	35.29%
Engaged in fund raising	13.19%	11.79%	11.68%
Worked as volunteer (non political)	11.35%	14.53%	16.63%
Church Board	9.35%	6.26%	4.85%
Religious club member	9.3%	7.83%	7.2%

PROJECTS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Union member	5.91%	5.47%	5.57%
Took active part in local	5.04%	5.22%	5.38%
civic issue			
Charitable Organization	4.73%	5.21%	5.55%
Fraternal order member	4.62%	4.71%	5.07%
Wrote to elected offcl about	4.48%	5.41%	5.95%
publ bus			
Wrote to editor of mag or	4.22%	5.23%	5.73%
newspaper			

Catur Middleville Maybee Port Huron Chesaning Carney Twin Lake McBride Daggett Au Sable Roscoff Inday City East Jordan Onsted Oscoda South Range Roseville Ahmed Intercultural Institute Menominee New Baltimore Comstock Park Melvin Mulliken Melvindale Copyright 2012, Intercultural Institute for Contextual Ministry Compare Palmer Caines Vanderbilt Republic Lewiston Frances

#### **Communication Media Content**

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to begin shaping targeted messages to your intended audience.



15

0.5-1.5 mi

0-0.5 mi

MP 26163570400

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Novel	13.91%	15.21%	16.08%
Children's Books	13.62%	12.4%	12.33%
Religious (not Bibles)	11.65%	9.82%	8.96%
Cookbooks	7.62%	9.58%	10.59%
Romance	7.31%	6.47%	6.35%
Mystery	7.1%	9.91%	11.45%
Personal/Business	6.61%	6.49%	6.55%
Self-help			
Biography	6.31%	6.49%	6.67%
Mail order	5.62%	4.93%	4.7%

MAGAZINES	0-0.5 0.5-1.5		1.5-3
	MILES	MILES	MILES
Newspaper Distributed	68.32%	70.04%	71.51%
Gen. Editorial	55.48%	50.66%	47.93%
Womens	50.31%	44.71%	41.58%
Service	26.78%	31.54%	34.3%
<b>Business/Finance</b>	23.47%	18.95%	17.02%
Music	23.02%	16.33%	12.47%
Mens	19.74%	20.02%	19.63%
Health	14.45%	13.56%	13.2%
Sports	14.04%	15.3%	16.03%

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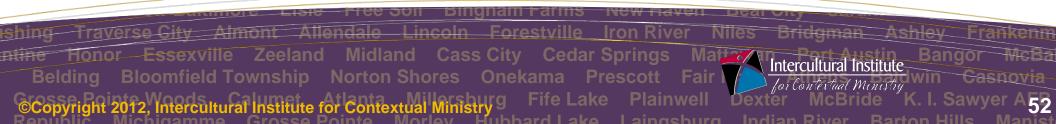
Stephenson Creswell Fowlerville Suttons Bay Sylvan Lake Flint Rosebush Harton Clawson Lexington en Thompsonville Bloomingdale Union City Stevensville Forest Hills Caro Intercultural Institute stone Ubly Waldron Manton Port Sanilac Ferrysburg Rothbury Corun for Contextual Ministry of Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Fife Lake Cass City Forestyille Baldwin Bellaire She

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-0.5 0.5-1.5		1.5-3
	MILES	MILES	MILES
Gen. News	47.9%	52.16%	55.2%
Classified	30.47%	32.9%	34.13%
Sport	29.75%	32.15%	33.46%
Business/Finance	24.26%	26.97%	29.04%
Editorial Page	24.11%	28.24%	31.02%
Movie Listings &	23.92%	25.78%	27%
Reviews			
TV/Radio Listings	21.45%	23.52%	24.92%
Food/Cooking	21.45%	23.69%	25.36%
Comics	19.85%	24.91%	27.84%
Fashion	19.19%	15.88%	14.56%
Home/Gardening	18.93%	20.61%	22.13%
Travel	18.2%	18.89%	19.63%
Science/Technology	15.02%	16.72%	18.05%

RADIO	0-0.5	0.5-1.5	1.5-3
RADIO			
	MILES	MILES	MILES
Urban Contemporary	50.31%	29.07%	16.93%
CHR Contemp Hit Radio	17.81%	18.79%	18.96%
Jazz	16.57%	9.13%	5.24%
Variety	12.78%	9.71%	8.04%
All News	10.55%	6.89%	5.59%
Gospel	9.57%	5.41%	3.21%
Oldies	7.98%	10.23%	11.72%
Adult Contemporary	6.7%	13.72%	17.13%
Religious	6.41%	5.9%	5.91%
News/Talk	5.31%	9.31%	11.94%
Country	5.21%	14.75%	19.78%
Soft Contemporary	5.14%	5.53%	5.87%
All Talk	4.52%	4.03%	3.98%
Rock	4.4%	10.05%	13.36%
Sports	3.46%	3.52%	3.78%
Hispanic	3.12%	3.29%	3.19%
Adult Standards	2.96%	2.75%	2.91%
Classical	2.86%	3.26%	3.47%



### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Fox News Channel	61.08%	62.68%	63.35%
Soapnet	49.99%	49.62%	50.08%
Satellite Dish	47.29%	49.44%	52.32%
Other Video-On-Demand	40.39%	41.09%	40.76%
Subscribe Digital Cable	36.04%	30.73%	28.86%
Sci-Fi Channel	34.49%	35.68%	36.2%
MSNBC	31.36%	32.7%	33.12%
Adult Pay Per View TV	29.61%	30.77%	32.56%
TV Info From Sunday TV	27.98%	27.51%	27.68%
Magazine			
TV Info From Newspapers	25.87%	25.74%	25.89%
Nickelodeon	24.22%	27.14%	28.03%
Comedy Central	23.76%	28.44%	30.39%

Norway Waterford Charlotte Springfield Haslett Romeo Corunna Oak Park River Rouge Deckerville South Range St. Louis Paw Paw Lake Stony Point Freeland Grosse Port Lake Angelus Eaton Ra Morley Walled Lake Cutlerville Caro Village of Clarkston Dearborn He for Confextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

TV Land

17.1%

19.35%

15.67%

#### **Communication Media Usage**

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 36-45 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



oming Plainwell Browniee Park Plymouth Township Morenci Imlay City Constantine Posen Concord O Wakefield Caro Paw Paw Boyne Falls Coleman Robin Glen-Indiantown Intercultural Institute Manistee Walled Lake Milford Republic Bangor Leslie Pontiac South for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-0.5	0.5-1.5	1.5-3		MEDIUM	MEDIUM 0-0.5	MEDIUM 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Book Readers				(	Quintiles (20%)	Quintiles (20%)	Quintiles (20%)
Heavy Users (7+)	15.58%	17.64%	19.02%	I	Magazines I (Heavy)	Magazines I (Heavy) 22.27%	Magazines I (Heavy) 22.27% 21.09%
Medium Users (4-6)	7.38%	9.16%	10.21%	1	Magazines II	Magazines II 10.56%	Magazines II 10.56% 9.88%
Light Users (1-3)	20.68%	20.54%	20.79%	I	Magazines III	Magazines III 11.15%	Magazines III 11.15% 10.23%
Quintiles (20%)				Ι	Magazines IV	Magazines IV 14.96%	Magazines IV 14.96% 13.44%
Newspaper I	0.21%	1.15%	1.54%	ſ	Magazines V (Light)	Magazines V (Light) 1.57%	Magazines V (Light) 1.57% 0.8%
(Heavy)				(	Outdoor I (Heavy)	Outdoor I (Heavy) 8.82%	Outdoor I (Heavy) 8.82% 8.41%
Newspaper II	1.94%	1.87%	1.73%	(	Outdoor II	Outdoor II 5.17%	Outdoor II 5.17% 4.04%
Newspaper III	3.08%	2.49%	2.41%	(	Outdoor III	Outdoor III 6.01%	Outdoor III 6.01% 4.88%
Newspaper IV	0.11%	0.55%	0.65%	(	Outdoor IV	Outdoor IV 17.22%	Outdoor IV 17.22% 16.57%
Newspaper V	0.46%	0.89%	1.06%	(	Outdoor V (Light)	Outdoor V (Light) 23.08%	Outdoor V (Light) 23.08% 24.18%
(Light)				`	Yellow Pages I	Yellow Pages I 17.24%	Yellow Pages I 17.24% 16.09%
				(	(Heavy)	(Heavy)	(Heavy)
				Ň	Yellow Pages II	Yellow Pages II 9.79%	Yellow Pages II 9.79% 7.56%
				ľ	Yellow Pages III	Yellow Pages III 9.69%	Yellow Pages III 9.69% 7.99%
				Ň	Yellow Pages IV	Yellow Pages IV 24.56%	Yellow Pages IV 24.56% 23.85%
				`	Yellow Pages V	Yellow Pages V 5.11%	Yellow Pages V 5.11% 4.49%

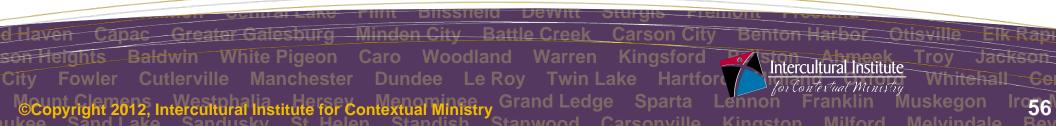
Kentwood Melvin Fekonsha Imlay City North Adams Parchment Constantine Decatur Harrison La White Pigeon Caseville Mackinaw City Bellevue Kinde Wayne Elkton Intercultural Institute St. Helen Beulah Eastpointe Robin Glen-Indiantown Kent City New Era Coopyright 2012, Intercultural Institute for Contextual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry

(Light)

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

DIUM 0-0.5 0.5-1.5 1.5-3 MEDIUM
MILES MILES MILES
io Drive Time Quntiles TV Prime Time Q
s / 20%) / 20%)
e Time I & II (Heavy) 3.74% 3.71% 3.6% Prime Time I & II (Heav
e Time III (Medium) 1.57% 1.14% 0.88% Prime Time III (Medium)
io IV & V (Light) 4.08% 3.44% 3.09% Prime Time IV & V (Light
io Media Quntiles (fifths / TV Early/Late Fringe Qui
o) (fifths / 20%)
io I & II (Heavy) 11.25% 10.13% 9.22% Fringe I & II (Heavy)
io III (Medium) 3.94% 4.64% 5.03% Fringe III (Medium)
io IV & V (Light) 5.14% 3.94% 3.45% Fringe IV (Light)
le TV Quntiles (fifths / TV All Day Quntiles (fifths
e) 20%)
le I & II (Heavy) 11.55% 12.19% 12.51% All Day I & II (Heavy)
le III (Medium) 4.83% 4.74% 4.34% All Day III (Medium)
le IV & V (Light) 38.34% 35.5% 33.08% All Day IV (Light)



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands --0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.24%	11.89%	12%
6:00am - 10:00am	17.46%	16.44%	15.35%
10:00am - 3:00pm	13.54%	9.92%	7.31%
3:00pm - 7:00pm	14.84%	14.6%	13.79%
7:00pm - Midnight	10.82%	11.65%	11.86%
Vidnight - 6:00am	7.64%	6.65%	5.55%
Weekend Radio			
isteners			
Dayparts [summary]	12.75%	14.16%	14.26%
6:00am - 10:00am	2.33%	3.48%	3.86%
10:00am-3:00pm	6.9%	5.92%	5.28%
3:00pm - 7:00pm	6.54%	7.06%	6.85%
7:00pm - Midnight	10.16%	9.69%	8.91%
Vidnight - 6:00am	13.3%	11.84%	10.51%

USAGE	0-0.5	0.5-1.5	1.5-3
	MILES	MILES	MILES
Prime Time TV			
Viewers			
8:00-11:00pm	4.86%	6.69%	7.57%
Saturday:	9.67%	8.19%	7.78%
8:00-11:00pm			
Sunday: 7:00-11:00pm	6.94%	8.98%	9.49%
9:00am-1:00pm	22.02%	23.48%	24.03%
9:00am-4:00pm	26.85%	27.42%	27.61%
4:00pm-7:00pm	33.71%	30.62%	29.3%
11:00pm-1:00am	41.89%	41.73%	41.21%
AVG Prime time Mon-Sun	5.74%	4.14%	3.03%

Port Huron Berrien Springs Houghton Sherwood Waverly Lake Linden Lansing Hart Saginaw Town New Lothrop Coloma Traverse City Barnes Lake-Millers Lake St. Clair Manitou Beach-Devils Lake e Odessa Gagetown Lawrence Concord Livonia Grosse Pointe Park Bur for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Backber Alanson Suttons Bay Springport Millington Coleman Buckley Standish Perry Melving

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-0.5 miles, 0.5-1.5 miles, 1.5-3 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-0.5	0.5-1.5	1.5-3		TV VIEWERS	TV VIEWERS 0-0.5	TV VIEWERS 0-0.5 0.5-1.5
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	12.12%	15.72%	16.34%		Sat: 7-10am	Sat: 7-10am 15.76%	Sat: 7-10am 15.76% 17.47%
7-9am	20.25%	22.02%	22.19%		Sat: 10am-1pm	Sat: 10am-1pm 10.27%	Sat: 10am-1pm 10.27% 8.57%
9am-12noon	17.29%	18.61%	19.66%		Sat: 1-4pm	Sat: 1-4pm 23.06%	Sat: 1-4pm 23.06% 24.21%
12noon-4pm	9.56%	8.8%	7.95%		Sat: 4-6pm	Sat: 4-6pm 8.42%	Sat: 4-6pm 8.42% 7.42%
4-6pm	50.48%	47.94%	46.53%		Sat: 6-7pm	Sat: 6-7pm 1.94%	Sat: 6-7pm 1.94% 2.18%
6-7pm	16.59%	17.97%	18.84%		Sat: 7-8pm	Sat: 7-8pm 1.24%	Sat: 7-8pm 1.24% 0.86%
7-7:30pm	2.5%	1.79%	1.47%		Sat: 8-11pm	Sat: 8-11pm 9.67%	Sat: 8-11pm 9.67% 8.19%
7:30-8pm	11.74%	11.2%	10.79%		Sat: 11pm-1am	Sat: 11pm-1am 8.63%	Sat: 11pm-1am 8.63% 6.23%
8-11pm	4.86%	6.69%	7.57%		Sat: 1am-7pm	Sat: 1am-7pm 21.29%	Sat: 1am-7pm 21.29% 22.76%
11pm-12am	31.36%	32.7%	33.12%		Sun: 7-10am	Sun: 7-10am 2.61%	Sun: 7-10am 2.61% 2.46%
11pm-1am	41.89%	41.73%	41.21%		Sun: 10am-1pm	Sun: 10am-1pm 4.8%	Sun: 10am-1pm 4.8% 5.98%
1-6am	30.52%	30.53%	30.57%		Sun: 1-4pm	Sun: 1-4pm 4.08%	Sun: 1-4pm 4.08% 5.23%
					Sun: 4-7pm	Sun: 4-7pm 10.23%	Sun: 4-7pm 10.23% 12.47%
					Sun: 7-11pm	Sun: 7-11pm 6.94%	Sun: 7-11pm 6.94% 8.98%
					Sun: 11pm-1am	Sun: 11pm-1am 4.58%	Sun: 11pm-1am 4.58% 5.15%
					Sun: 1-7am	Sun: 1-7am 18.07%	Sun: 1-7am 18.07% 20.45%

Montague Buena Vista Mendon Brooklyn Fairgrove Port Hope Bloomingdale Hubbell Stockbridge Dur Secret Harper Woods Burr Oak Bancroft Ortonville Auburn Pearl Bearly Intercultural Institute Plainwell Berkley Beecher Walker Milford Skidway Lake Fowler My for Confertual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

#### Issues for Your Consideration

- 1. Please read pages 61 and 62 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 36-40. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 43. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 45. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

River St. Charles Manifou Beach-Devils Lake Mount Pleasant Canadian Lakes Linden Rockwood Kent Gr th Huskegon Gaylord Nashville Vernon St. Johns Lake Angelus Traver Intercultural Institute eslie Three Oaks Marine City Grandville Stevensville Climax Argentine for Contextual Ministry Coropyright 2012, Intercultural Institute for Contextual Ministry

# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

#### Issues for Your Consideration

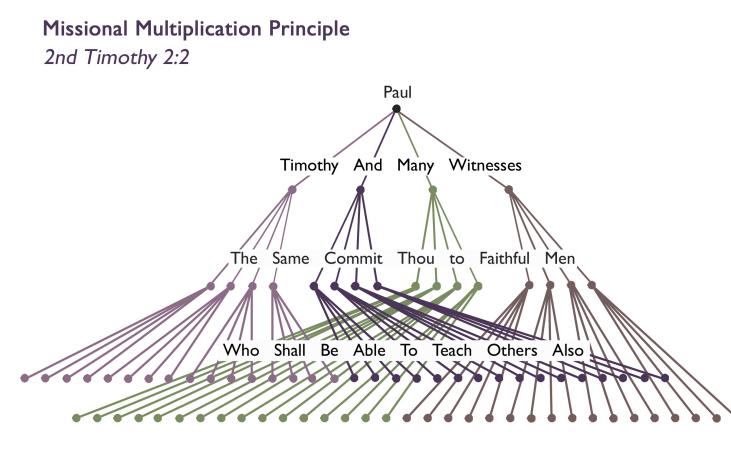
- 1. Review the shared places listed on page 47. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 49. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 51-53. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 55-58. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Vermontville Marion Fife Lake Whittemore Hartford Union City Onaway Grosse Pointe Shores St. Char thing Tecumseh Farwell Hart South Rockwood Beulah Boyne Falls Bur Intercultural Institute ighland Park Port Austin Reese Yale St. Louis Mackinac Island Brighton for Confectual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Copper City Lake Orien Fronwood Sandusky Quincy Port Sanilac Romulus Richland Zilwaukee Brown The Harbor Springs Omer Adrian Barton Hills Troy Grosse Pointe Intercultural Institute Daggett Lake Isabella Rockwood South Haven Twining Potterville Revealed Intercultural Institute on City Haslett Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Martin Plainwell Allen Park, Boyne Falls, North Adam

## **Establishing Redemptive Relationships**

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

#### **Communication Steps**

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



Ironwood Grosse le Olivet Beecher Baldwin Algonac Pearl Beach Menominee Casnovia Robin Glen Lakley Mayville Woodhaven Albion Belleville Indian River Mount Pleasand Prochun Munising Pincennu Escanaba Houghton Big Bay Harrison Chesaning Cement City Wald Confectual Ministry Coopyright 2012, Intercultural Institute for Contextual Ministry Morris Beal City Onekama Constantine Elsie Raven 62

#### Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Kent Citv

Trov

Colon

Central

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org

Lake Angelus

Millersburg





live

Sherwood

Eadle

## Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.





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